Subject: Re: youtube "Amy Powell" <>

From: To: Cc:

Megan Wahtera

Date:

Fri, 16 Jun 2006 01:49:38 +0000

thanks

Amy Powell

Senior Vice President, Interactive Marketing

Paramount Pictures

-----Megan Wahtera/Marketing/MP/Paramount_Pictures wrote: ----

To: Amy Powell

From: Megan Wahtera/Marketing/MP/Paramount_Pictures

Date: 06/15/2006 06:48PM Subject: Re: youtube

It's up.

http://www.youtube.com/watch?v=2mjTCXMWsf8

Megan Wahtera Director, Motion Picture Interactive Marketing Paramount Pictures

P: 323.956.8516 | F: 323.862.1107

---- Replied by Megan Wahtera on 6/15/2006 6:23:02 PM -----Inactive hide details for From:Megan WahteraFrom:Megan Wahtera

From:Megan Wahtera 06/15/2006 06:22 PM To: Amy Powell

Subject: Re: youtube

we just asked him to do so...he's on it right now.

Megan Wahtera Director, Motion Picture Interactive Marketing Paramount Pictures P: 323.956.8516 | F: 323.862.1107

---- Replied by Megan Wahtera on 6/15/2006 6:21:50 PM ---

Inactive hide details for From:Amy PowellFrom:Amy Powell

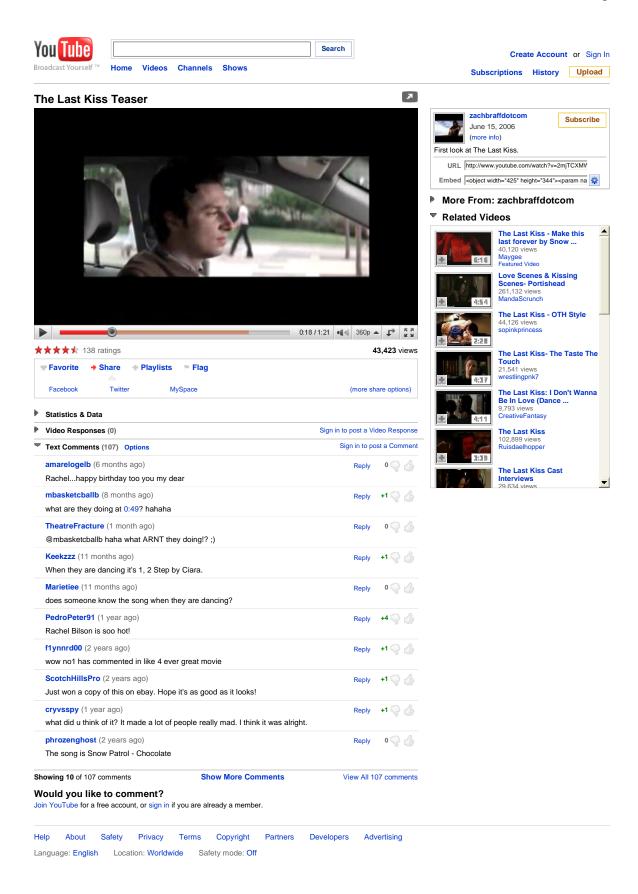
From:Amy Powell 06/15/2006 06:21 PM To: megan_wahtera@paramount.com

Subject: Re: youtube

can you have kirk post to zb's youtube page tonight?

Amy Powell

Senior Vice President, Interactive Marketing **Paramount Pictures** on 06/15/2006 06:20PM --------Forwarded by To: From: Amy Powell Date: 06/15/2006 06:01PM Subject: Re: youtube done. will post tonight. Amy Powell Senior Vice President, Interactive Marketing **Paramount Pictures** To: From: Date: 06/15/2006 05:58PM Subject: Re: youtube if it's legal. put it in mine. wrote: On Jun 15, 2006, at 5:58 PM, wierd. i just wanted to know if you're ok with us posting the LK montage to your profile on youtube... or do you want us to post from an anonymous source? Amy Powell Senior Vice President, Interactive Marketing **Paramount Pictures** <mailto:---To: From: <mailto: Date: 06/15/2006 05:55PM Subject: Re: youtube nothing in email wrote: On Jun 15, 2006, at 5:53 PM,



From: Courtney Nieman

Sent: Friday, March 16, 2007 11:23 PM

To: Martin Dare

Cc: Evelyn Espinosa; Mark M. Ishikawa; Travis Hill

Subject: Names to be filtered out of "still online" for the daily report for MTVN

Attachments: Filtered_YouTube_Names.txt

1511 123 134-

Filtered_YouTube_ Names.txt (4 ...

Martin,

As requested here are the current names we are filtering out for YouTube on 158 MTVN

irenemariemodels thesparksfly BadBoyRecords reaction2006 Vlogging FutureWorld77 shishka

ladyfragment bpfrecrods LiveralViewer

vhlstaff

Wiredset jerseymouth1 laurenceegibbs Snackboard Damonjohnson

Isitfridayyet

SpikeTV

bestweekevertv reno9112miami TNAWrestling

INAMIESCIII

TXCANY

powermadeak47dotcom PinkStrawberry1 PinkStrawberry BroadwayJoe415

ParkMyVibethemoviemonkey

Paramount
FiveChemical
Paramount Pictures
ParamountPictures
Paraccount
Thatsfunny
BroadwayJoe
Thatsnotfunny
Thatisalsofunny

Freeforlife112

Please use these to filter out the "still online" report. Thanks

Courtney Nieman Manager Client Services BayTSP, Inc. 408-341-2314 AIM: BayTSPCanne

Have you checked out BayTSP's Piracy news web log? http://www.baytsp.com/weblog

The information contained in this email message may be confidential and is intended only for the parties to whom it is addressed. If you are not the intended recipient or an agent of same, please notify us of the mistake by telephone (408-341-2300) or email and delete the message from your system. Please do not copy the message or distribute it to anyone.

Subject: RE: FW - YouTube Videos

From: Tipton, Kristina - Paramount <EX:/O=VIACOM/OU=PARAMOUNT/CN=

RECIPIENTS/CN=TIPTONKR>

To: Simard, Stephanie - Paramount, Wahtera, Megan - Paramount

Cc: Date: Thu, 04 Jan 2007 01:17:13 +0000

This message has been archived. View the original item http://EVArchive01/EnterpriseVault/ViewMessage.asp? VaultId=1763998681C466546BE9799A68B65C1591110000ParamountEVSite&SavesetId=136500000000000~200701040

Looks good to me too - here are mine:

http://www.youtube.com/watch?v=graNRN122wY

http://www.youtube.com/watch?v=PosMtueJ9LE

Kristina Tipton

Paramount Pictures

Interactive Coordinator, Promotions & Publicity

323-956-8453

From: Simard, Stephanie - Paramount Sent: Wednesday, January 03, 2007 4:30 PM

To: Tipton, Kristina - Paramount; Wahtera, Megan - Paramount

Subject: FW - YouTube Videos

Here are the links to the kid's videos I posted, can you please let me know if anything should change in regards to the description before I join the group? I kept it really simple.

http://www.youtube.com/watch?v=UZjlUb-oZQk

http://www.youtube.com/watch?v=YClvtk2JrcA

http://www.youtube.com/watch?v=xuHwuUqHb2Q

It might be a moment before they show up.

Thanks!

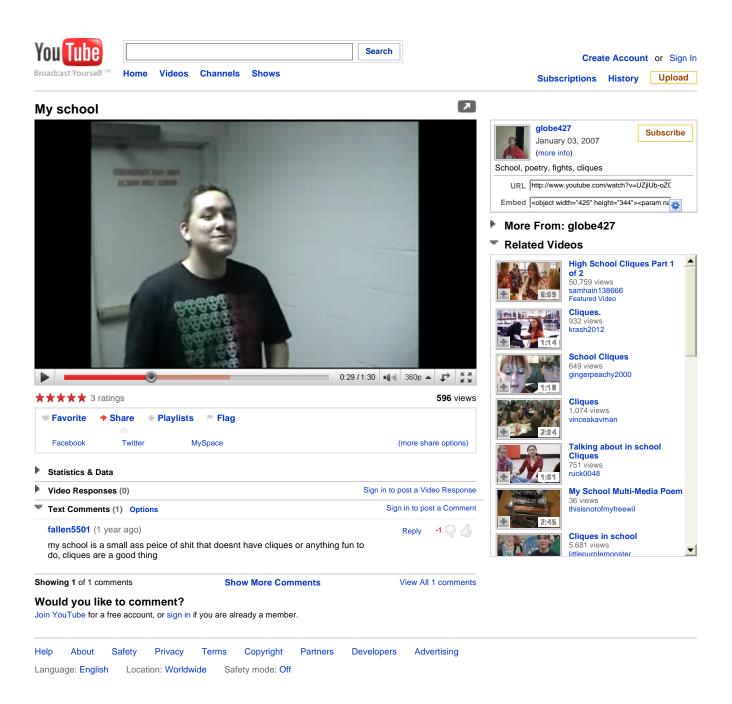
Stephanie Simard

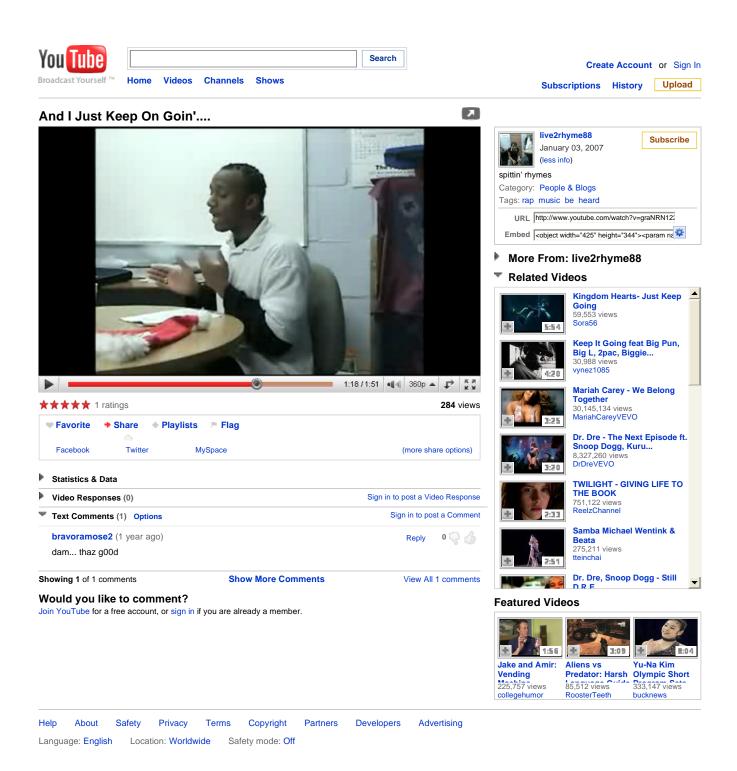
Producer, Motion Picture Interactive Marketing

Paramount Pictures

P: 323.956.2540 | F: 323.862.1107

Confidential VIA 10487876





Subject: YouTube Accounts

From: "Tipton, Kristina - Paramount" <EX:/O=VIACOM/OU=PARAMOUNT/CN=

RECIPIENTS/CN=TIPTONKR>

To: Bordo, Sara - Paramount; Wahtera, Megan - Paramount; Simard,

Stephanie - Paramount; Griswold, Kristina - Paramount

Cc: Teifeld, Tamar - Paramount
Date: Wed, 14 Feb 2007 01:09:10 +0000

Hey Team Stop-Loss,

Below are accounts I've secured for our group on YouTube. In order to get a straight youtube.com/soundoff we need to work with our sales reps on the brand channel. Right now youtube.com/group/soundoff is being claimed by, get this, a "be heard" wanna be. Here's their group description:

YouTube Accounts:

Email Account:	

Password:

Username: Soundoff2007

Password:

Group URL: N/A

Email Account:

Password:

Username: the110th

Password:

Group URL: http://www.youtube.com/group/110th

Kristina Tipton

Paramount Pictures

Interactive Coordinator, Promotions & Publicity

323-956-8453

CONFIDENTIAL VIA 0 1 1 1 3 9 7 5

Housley, Michael

From:

Andrea Cordone [andreac@baytsp.com]

Sent:

Wednesday, April 16, 2008 7:23 PM

To:

Housley, Michael

Cc:

Sean Ray; Evelyn Espinosa; Elliott Kohtz

Subject: RE: Whitelist

Mike,

All of the following usernames are on the white-list in BVM and in the CIMS filters:

BAAFamily

BadBoyRecords

barelypolitical

BdubEtv

bestweekevertv

blacktreemedia

bpfrecords

bravenewfilms

BroadwayJoe

BroadwayJoe415

bullrunvideo

CBS

ChannelFrederator

cimatics

Damonjohnson

fanscapevideos

FanscapeVideos4U

FiveChemical

freeforlife112

FreshTakes

FutureWorld77

HGiantVid

irenemariemodels

Isitfridayyet

JackassWorldMTV

jerseymouth1

ladyfragment

Lakeshore Records

laurenceegibbs

LiberalViewer

Menudo

OfficialReno911

Paraccount

Paramount

Paramount Pictures

ParamountPictures

ParentsConnect

ParkMyVibe

PinkStrawberry

PinkStrawberry1

powermadeak47dotcom

powmadeak47

reaction2006

reno911miami

rollingoutTELEVISION

RunsHouseVideos

shishka

Snackboard

SpikeTV **TDSwriters** thatisalsofunny thatsfunny Thatsnotfunny themoviemonkey thesparksfly **TNAWrestling** tomato808 **TVgasmdotcom TXCANY** vh1staff Victorweb virtualmtv **VLogging** Wiredset

These usernames appear only in CIMS:

ArtisanNewsService Digitalfilmmaker MyDamnChannel universalmusicgroup

Please let me know if you have any questions or if there any changes that should be made.

Best Regards,

Andrea Cordone Client Services Manager BayTSP, Inc. 408.341.2365 andreac@baytsp.com

Save the date! Join us for "One World 2008: Managing Piracy in the Global Village" - BayTSP's 5th Annual Anti-Piracy Conference September 15-17th! Join us!

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From: Housley, Michael [mailto:Michael.Housley@viacom.com]

Sent: Wednesday, April 16, 2008 2:13 PM

To: Andrea Cordone

Cc: Sean Ray; Evelyn Espinosa; Elliott Kohtz

Subject: RE: Whitelist

Thanks, Andrea. Can you send me a list of all white-listed usernames?

From: Andrea Cordone [mailto:andreac@baytsp.com]

Sent: Wednesday, April 16, 2008 5:06 PM

To: Housley, Michael

Cc: Sean Ray; Evelyn Espinosa; Elliott Kohtz

Subject: RE: Whitelist

Mike,

The username "BAAFamily" has been added to the BVM white-list and the filters in CIMS.

Best Regards,

HIGHLY CONFIDENTIAL

VIA-SUPP000002

Andrea Cordone Client Services Manager BayTSP, Inc. 408.341.2365 andreac@baytsp.com

Save the date! Join us for "One World 2008: Managing Piracy in the Global Village" - BayTSP's 5th Annual Anti-Piracy Conference September 15-17th! Join us!

The information contained in this email message may be confidential and is intended only for the parties to whom it is addressed. If you are not the intended recipient or an agent of same, please notify us of the mistake by telephone (408-341-2300) or email and delete the message from your system. Please do not copy the message or distribute it to anyone. This message was prepared at the request of counsel.

From: Housley, Michael [mailto:Michael.Housley@viacom.com]

Sent: Wednesday, April 16, 2008 1:55 PM

To: Andrea Cordone Cc: Sean Ray Subject: Whitelist

Hello Andrea,

Please white-list the username, BAAFamily.

Thanks.

Mike

From: Mylan Beauford. Sent:9/17/2007 7:48 PM.
To: [-] Ariana Urbont@mtvstaff.com; Andrea.Manning@mtvstaff.com.

Cc: [-] Jessica.Nicola@mtvstaff.com; David:French@mtvstaff.com; Christy Wise.

Bcc: [-]
Subject Perez Hilton leaked video from Celebrity Rap Superstar

Hi All-

The leaked Perez video received a lot of initial pick-up from the TMZ feature on Friday. However the video truly went viral this weekend before it was removed from YouTube. According to my Google search, it was listed as one of the top viewed videos on YouTube on Friday night. I believe the video may have been featured on YouTube's homepage as well because there was a tremendous spike in traffic Saturday night. From the email account I used (GossipGirl40) to upload the video I received over a 1,000 comments between Saturday and Sunday and I'm sure tons of views. Unfortunately I can't provide a screenshot since the page was removed.

Most of the comments were mild, commenting on how crazy and diva-ish Perez Hilton has become.

Since the removal, another YouTube-er has re-posted the behind the scenes video, so the video continues to stay viral. I think the video was an incredible assets in keeping 'buzz' going on the show, I would recommend that in the feature we leak during the week to better track its spread—especially if choose to use YouTube where Viacom material will be removed.

My-lan Beauford Mgr. Publicity & Promotions Fanscape, Inc. 3201 W. Cahuenga Blvd. Los Angeles, CA 90068 T: 323.785.7781 F: 323.785.7101 http://www.fanscape.com/blog

.

mylanb@fanscape.com

IM: mylan40

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Google Search shows YouTube Most viewed videos

http://blogsearch.google.com/blogsearch?hl=en&session=tUKvZ45y25ibdrBN5jR0L7p8zrqyiCm427-qFtcwvaG4x0TfSkWVNuPuewKaoYYWu3CjnxfnXwPvtk0ebQ1ZlwG3d0BGSBBD-GPZMWV2fmWraBQWas8l5_kULYN5qTFGCHqcbYslsybCbhN4yt2GrGTvCgUAEwOjKbj3LmjVMfPMjTjDQr3uHx9lodFV0V87yW_8LpkU7vgYwLsDTkPsoZTBVE&ie=UTF-8&q=Youtube+Perez+hilton

Leak Placements

TMZ http://www.tmz.com/

News mention on homepage

Site traffic: 7,107,000 unique visitors per month

http://www.tmz.com/

http://www.tmz.com/2007/09/14/perez-and-shar-in-celebrity-rap-superstar-drama/shar-drama/shar-in-celebrity-rap-superstar-drama/shar-drama/shar-drama/shar-drama/shar-drama/shar-drama/shar-drama/shar-drama/shar-drama/shar-

Stupid Celebrities http://stupidcelebrities.net

News mention on homepage

Site traffic: 10,000 unique visitors per month

http://stupidcelebrities.net

http://stupidcelebrities.net/2007/09/15/perez-hilton/

To Clips http://www.toclips.com

Leaked video

Site traffic: 10,000 unique visitors per month

http://www.toclips.com/index.php/perez-hilton-freaking-out/

The Human Meat Market http://www.phuckqu.com/

Leaked video news mention Site traffic: 10,000 unique visitors per month

http://www.phuckqu.com/blog/blog_view.php?entry_id=13537&user_id=1

Mad Hollywood http://www.madhollywood.com

Leaked video news mention Site traffic: 10,000 unique visitors per month

http://www.madhollywood.com/2007/09/14/perez-shar-in-celebrity-rap-superstar-drama/

BruMedia http://movies.brumedia.com

Leaked video news mention

Site traffic: 10,000 unique visitors per month

http://movies.brumedia.com/2007/09/14/perez-shar-in-celebrity-rap-superstar-drama-tmzcom/

Celebrity Blogs http://www.blixblogs.net/

Leaked video news mention Site traffic: 10,000 unique visitors per month

http://www.blixblogs.net/2007/09/14/perez-celebrity-rap-superstar-drama/

Love is Shit http://love-is-shit.blogspot.com

Leaked video news mention

Site traffic: 10,000 unique visitors per month

http://love-is-shit.blogspot.com/2007/09/in-rap-shar-perez-drama-superstar.html

Celebrtiy News 24-7 http://www.celebritynews24-7.com/

Leaked video news mention

Site traffic: 10,000 unique visitors per month

http://www.celebritynews24-7.com/perez-shar-in-celebrity-rap-superstar-drama/

Lauren Jessop Modeling http://www.laurenjessop.com/

Leaked video news mention

Site traffic: 10,000 unique visitors per month

http://www.laurenjessop.com/modeling-blog/2007/09/14/perez-shar-in-celebrity-rap-superstar-drama/

Celebrity Gossip Videos http://celebrities.video-sponge.com

Leaked video news mention

Site traffic: 10,000 unique visitors per month

http://celebrities.video-sponge.com/view/5424-perez-hilton-freaking-out.html

UmmYeah http://ummyeah.com

Leaked video news mention

Site traffic: 10,000 unique visitors per month

	20
http://ummyeah.com/page/Perez_Hilton_Freaking_Out	
TO Gawp http://togawp.com/	000000000
Leaked video news mention Site traffic: 10,000 unique visitors per month	00000000
http://togawp.com/entry/perez-hilton-freaking-out-mtc-celebrity-rap-superstar-092007/	00000000
	200000000
Video Walrus http://videowalrus.com/	20000000
Leaked video news mention Site traffic: 10,000 unique visitors per month	20000000
http://videowalrus.com/perez-hilton-freaking-out/	00000000
iFilm http://www.ifilm.com/	00000000
Leaked video on homepage	200000000
Site traffic: 2.4 million unique visitors per month http://www.ifilm.com/	20000000
	2000000000
	00000000
	20000000
Video Upload:	200000000
YouTube http://www.youtube.com/	200000000
Leaked video	000000000
http://www.youtube.com/watch?v=N3NG3NFuvsY	00000000
IFILM http://www.ifilm.com	000000000
Leaked video	00000000
http://www.ifilm.com/profile/gossipgirl40	00000000
	00000000
	20000000
	20000000
	200000000

From: "Johnson, Melissa" < Melissa. Johnson@spiketv.com>

Date: Mon, 19 Mar 2007 06:53:43 -0400

To: "Farrell, Vincent" <Vincent.Farrell@spiketv.com>
Cc: "Farrell, Steve" <Steve.Farrell@spiketv.com>
Subject: FW: Video Removed: Copyright Infringement

from Andy re. Youtube clips...

----Original Message----

From: andrew duncan [mailto:andrew@bullrun.com]

Sent: Sun 3/18/2007 5:40 PM

To: Johnson, Melissa; Ladd, Jonathan; Levy, Sharon

Cc: 'Keith Hunter'

Subject: FW: Video Removed: Copyright Infringement

Hey guys,

I realize VIACOM is in the middle of a legal battle with YouTube but they are having all the Spike TV show stuff removed that we're advertising on our site.

Can you help us out here?

We're getting great traffic and buzz about the show through our website so to not be able to show this stuff to them is crazy.

Cheers,

Andy

From: Keith Hunter [mailto:jahpablo77@yahoo.com] Sent: Saturday, March 17, 2007 8:18 PM

To: andrew@bullrun.com

Subject: Fwd: Video Removed: Copyright Infringement

Hey Andy,

Keith here. This is the email I registered the YouTube account with. It seems that Viacom is removing some of the videos I've uploaded as copyright infringement. It would be good if someone let's them know that this account is officially uploading videos for Bullrun, and therefore not violating any copyright laws. I'll forward you the email notice for the other video they removed as well.

--keith

Note: forwarded message attached.

Now that's room service! Choose from over 150,000 hotels in 45,000 destinations on Yahoo! Travel http://travel.yahoo.com/ hotelsearchpage;_ylc=X3oDMTFtaTlzNXVjBF9TAzk3NDA3NTg5BF9zAzI3MTk0ODEEcG9zAzIEc2VjA21haWx0YWdsaW5IBHNsawNxl %0d%0a> to find your fit.

List of attachments:

Video Removed: Copyright Infringement (Outlook item)

Subject: Video Removed: Copyright Infringement

From: "DMCA Notice" <SMTP:NO_REPLY@SUPPORT.YOUTUBE.COM>

To: keithhr

Cc: Date: Sat, 17 Mar 2007 05:54:03 +0000

YouTube | Broadcast Yourself™

Dear Member:

This is to notify you that we have removed or disabled access to the following material as a result of a third-party notification by Viacom International Inc. claiming that this material is infringing:

Bullrun Spike TV 7/20/06: http://www.youtube.com/watch?v=rygea15ZwO4

Please Note: Repeat incidents of copyright infringement will result in the deletion of your account and all videos uploaded to that account. In order to avoid future strikes against your account, please delete any videos to which you do not own the rights, and refrain from uploading additional videos that infringe on the copyrights of others. For more information about YouTube's copyright policy, please read the Copyright Tips http://www.youtube.com/t/ howto_copyright> guide.

If you elect to send us a counter notice, please go to our Help Center http://www.google.com/support/youtube/bin/answer.py?answer=58127 to access the instructions.

Please note that under Section 512(f) of the Copyright Act, any person who knowingly materially misrepresents that material or activity was removed or disabled by mistake or misidentification may be subject to liability.

Sincerely, YouTube, Inc.

Copyright © 2007 YouTube, Inc.

From: Courtney Nieman

Sent: Monday, March 19, 2007 4:17 PM

To: 'Solow, Warren'

Cc: Evelyn Espinosa; Courtney Nieman; Mark M. Ishikawa

Subject: RE: Time sensitive

Warren,

Can you get me the account name, and I'll add it to the filter list. Also let me know if there are other links, and I will send a retraction notice.

Courtney Nieman

----Original Message----

From: Solow, Warren [mailto:Warren.Solow@viacom.com]

Sent: Monday, March 19, 2007 8:57 AM

To: Courtney Nieman

Cc: Housley, Michael; O'Shea, Ashley; Gurney, Michelle

Subject: Time sensitive

Courtney, please see string below and handle ----Original Message----

From: Hallie, Michelena

Sent: Monday, March 19, 2007 10:45 AM

To: Solow, Warren Cc: Kim, Clara

Subject: FW: Video Removed: Copyright Infringement

Can we pull Bay off the uploads of Bullrun since they're being uploaded by our production partner?

----Original Message----

From: Kim, Clara

Sent: Monday, March 19, 2007 11:12 AM

To: Hallie, Michelena Cc: Ladd, Jonathan

Subject: FW: Video Removed: Copyright Infringement

Michelena, Can you check to see if we have been sending takedown notices for clips from BULLRUN, a new Spike original, from Youtube? If so, can we stop sending the notices because our production partner has been officially uploading them. See below. Thanks. CLARA

----Original Message----

From: Ladd, Jonathan

Sent: Sunday, March 18, 2007 9:09 PM

To: Kim, Clara

Subject: Fw: Video Removed: Copyright Infringement

Please see below.

---- Original Message -----

From: andrew duncan <andrew@bullrun.com>

To: Johnson, Melissa; Ladd, Jonathan; Levy, Sharon

Cc: 'Keith Hunter' <keith@alohafilms.com>

Sent: Sun Mar 18 14:40:41 2007

Subject: FW: Video Removed: Copyright Infringement

Hey guys,

1

I realize VIACOM is in the middle of a legal battle with YouTube but they are having all the Spike TV show stuff removed that we're advertising on our site.

Can you help us out here?

We're getting great traffic and buzz about the show through our website so to not be able to show this stuff to them is crazy.

Cheers,

Andy

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To: andrew@bullrun.com

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--keith

Note: forwarded message attached.

Now that's room service! Choose from over 150,000 hotels in 45,000 destinations on Yahoo! Travel http://travel.yahoo.com/hotelsearchpage;

2

_ylc=X3oDMTFtaTizNXVjBF9TAzk3NDA3NTg5BF9zAzi3MTk0ODEEcG9zAziEc2VjA21haWx0YWdsaW51BHNsawNxMS0wNw--%0d%0a

> to find your fit.

Subject: RE: Heartbreak kid clip for approval

From: "Powell, Amy - Paramount" <EX:/O=VIACOM/OU=PARAMOUNT/CN=

RECIPIENTS/CN=POWELLAM>
To: Wahtera, Megan - Paramount
Cc: Teifeld, Tamar - Paramount
Date: Wed, 26 Sep 2007 03:55:46 +0000

for some reason when i search for this on youtube it is not coming up?

do you need to upload the keyterms as "heartbreak kid" and "ben stiller" as tied terms rather than "ben" separate from "stiller" , etc?

From: Wahtera, Megan - Paramount Sent: Tue 9/25/2007 9:35 AM To: Powell, Amy - Paramount Cc: Teifeld, Tamar - Paramount

Subject: RE: Heartbreak kid clip for approval

Hi Amy,

Yes, this is live! Tamar/Scott are on it as well!

http://youtube.com/watch?v=49zOwm8ojD4

Thanks, Megan

----Original Message----From: Powell, Amy - Paramount

Sent: Tuesday, September 25, 2007 9:35 AM

To: Wahtera, Megan - Paramount

Subject: Re: Heartbreak kid clip for approval

Is our clip up on youtube?

---- Original Message -----

From: Wahtera, Megan - Paramount

To: Hidvegi, Les - Paramount; Simard, Stephanie - Paramount; Thurber, Jessica - Paramount; Teifeld, Tamar -

Paramount

Cc: Powell, Amy - Paramount Sent: Tue Sep 25 08:13:01 2007

Subject: RE: Heartbreak kid clip for approval

This is approved for upload.

From: Hidvegi, Les - Paramount

Sent: Monday, September 24, 2007 5:15 PM

To: Wahtera, Megan - Paramount; Simard, Stephanie - Paramount; Thurber, Jessica - Paramount; Teifeld, Tamar -

Paramount

Cc: Powell, Amy - Paramount

Subject: Heartbreak kid clip for approval

Here is the Heartbreak kid clip "did you bring the present" for approval $Z:\Video_Encodes\heartbreak kid\interactive final clips\streams\9-24$

YouTube Video ID: 49zOwm8ojD4

Metadata Field	Value
video id	49zOwm8ojD4
video title	The Heartbreak Kid Clip
video upload time	1190731640
video url	http://www.youtube.com/watch?v=49zOwm8ojD4
video keywords	The HeartbreakKid Clip Movie Comedy BenStiller
	Farrelly Brothers Queef Fart
video description	The Heartbreak Kid Clip
username of video	mysticalgirl8
uploader	
registration email	mysticalgirl8@yahoo.com
time of username	1190730855
registration	
IP Address from which	63.164.145.198
username was	
registered	



Subject: RE: disturbia / paris

From: "Tipton, Kristina - Paramount" <EX:/O=VIACOM/OU=PARAMOUNT/CN=

RECIPIENTS/CN=TIPTONKR>

To: Powell, Amy - Paramount

Cc: Teifeld, Tamar - Paramount; Wahtera, Megan - Paramount; Simard,

Stephanie - Paramount; Chiang, Cat - Paramount; Bonnici, Kyle -

Paramount

Date: Tue, 12 Jun 2007 00:08:37 +0000

Hi Amy,

Kyle has uploaded and fostered the Paris Hilton Disturbia video on a handful of viral video sites (using email & account that can't be traced back to Paramount) by posting comments and video responses on existing, popular Paris Hilton videos ranging from around 100K views to 2.5M views.

The video on YouTube has over 250 views, but has a poor rating (1 star). I'll rally internal support to get the rating up higher.

Paris Hilton Disturbia Video Outreach:

Links:

YouTube

www.YouTube.com/watch?v=c-A8i73llOA

Revver

http://one.revver.com/watch/298190

Break

(still uploading)

Clevver

http://viralvideo.clevver.com/video/928f120b-92aa-496e-99e1-994a013182d2.htm

AtomFilms.com

http://uploads.atomfilms.com/clip.aspx?key=ECCCEE9BD8798697

Veoh

http://www.veoh.com/videoDetails.html?v=v614725NJYFwAsM

In 2 Hours time, the video received more than 200 views.

Promotion of video on numerous other highly rated Paris Hilton jail videos through text comments such as the following:

CHECK OUT THIS HOT PARIS HOUSE ARREST VIDEO AT YouTube(dot)com/watch?v=c-A8i73llOA

Links to Other Paris Hilton Videos:

http://www.youtube.com/watch?v=k66epna2Sss

http://www.youtube.com/watch?v=CJ-J_v69304

http://youtube.com/watch?v=4yjRLrZfIn8

http://youtube.com/watch?v=l4nMdS0Jrt0

http://youtube.com/watch?v=NM-h6Df3KmE

http://youtube.com/watch?v=IKJzFTptbyY

http://youtube.com/watch?v=FHKAsjDHpPM

Let us know if you have any questions.

Thanks!

Kristina Tipton

Interactive Marketing

Paramount Pictures

323-956-8453

From: Teifeld, Tamar - Paramount Sent: Monday, June 11, 2007 9:58 AM To: Tipton, Kristina - Paramount Subject: FW: disturbia / paris

From: Powell, Amy - Paramount Sent: Monday, June 11, 2007 8:25 AM

To: Wahtera, Megan - Paramount; Simard, Stephanie - Paramount; Chiang, Cat - Paramount; Teifeld, Tamar -

Paramount

Subject: RE: disturbia / paris

should definitely not be associated with the studio- should appear as if a fan created and posted it.

From: Wahtera, Megan - Paramount Sent: Mon 6/11/2007 7:34 AM

To: Powell, Amy - Paramount; Simard, Stephanie - Paramount; Chiang, Cat - Paramount; Teifeld, Tamar - Paramount

Subject: RE: disturbia / paris

hi amy -

we will definitely get this posted.

we assume you want kt/tt to go out to webmasters, plus for us to upload to viral video sites.

for viral video sites - can you confirm you want us to post from random accrts that are not paramount related?

thanks! megan

----Original Message----

From: Powell, Amy - Paramount Sent: Sun 6/10/2007 4:56 PM

To: Simard, Stephanie - Paramount; Wahtera, Megan - Paramount; Chiang, Cat - Paramount; Teifeld, Tamar -

Paramount

Subject: disturbia / paris

see below... can you guys get this posted? it's funny.

From: Sauter, Jeremy - Paramount Sent: Fri 6/8/2007 7:00 PM

To: Powell, Amy - Paramount; Rich, Gerry - Paramount; Waldman, David - Paramount; Vollman, Michael - Paramount

Subject: Fw: Posted

Amy -

Want to post this?

J-

Jeremy Sauter Paramount Pictures

---- Original Message -----

From: Mark Lipsky <markl@buddhajonestrailers.com>

To: Sauter, Jeremy - Paramount Sent: Fri Jun 08 18:56:45 2007

Subject: Posted

Jeremy,

We have posted Disturbia "Paris" :30 V.1 to our website. I have listed log in information below.

Once you log in you will come to a page with a Disturbia Icon on it and it will bring you to another page with a file tree on the left hand side. Click the top file that will say Disturbia. This will bring you to another page with a thumbnail in the center of the page. To download the spot option click the download icon below the thumbnail. If you want to watch the spot on the website click the thumbnail then click the click here to play icon and wait for them to load. Give me a call with any questions.

Mark

link:

http://secure.wiredrive.com/clients/buddhajonestrailers/wd/folder/55341/list